

News

EU projects within the South Baltic Programme



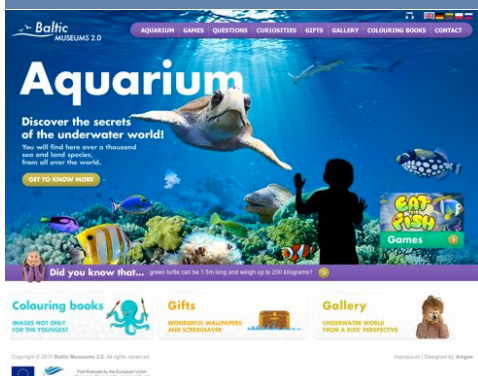
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Newsletter, Nr. 2/2011

BalticMuseums 2.0: Joint development of cross-border tourism information products by South Baltic Oceanographic Museums

BalticMuseums 2.0 Plus: Implementation of eGuides with cross-border shared content for South Baltic Oceanographic Museums



ONLINE OCEAN WORLD FOR LITTLE EXPLORERS: WEBSITE FOR KIDS

On June 1, the International Children's Day, the six partners of the project BalticMuseums 2.0 launched together a website for kids: www.kids.balticmuseums.net. Little explorers can find out about woman pirates, dangerous octopuses and fish that produce their own light.

Children are as future conservationists a very important visitor group for the oceanographic museums who cooperate within the project BalticMuseums 2.0. To attract these little maritime researchers, a special area was created on the international website of oceanographic museums www.balticmuseums.net. „With games and a lot of information about the sea, children shall playfully discover the habitat of water,” explains Professor Michael Klotz from Stralsund University of Applied Sciences, Germany. Interactivity is one focus of this European project of the oceanographic museums and its scientific partners. The smallest kids can colour pictures of sea creatures online, older ones are invited to catch fish or train their memory in the Internet. The website for kids was set up in five different languages: German, English, Polish, Lithuanian and Russian.

Visit the ocean website for kids:
www.kids.balticmuseums.net



Visit two or more of our museums within one calendar year and get a bonus from our partners. For more information visit our website: www.balticmuseums.net

TOPICS

Online Ticketing Systems

Implementing an international online ticketing system promises a lot of opportunities, but presents various challenges. BalticMuseums 2.0 has found a solution for the shared system for the partners.

Read more on page

3

Partner presentation

Get to know the Klaipeda Tourism and Culture Information Centre, associated partner in the project BalticMuseums 2.0 Plus in Lithuania.

Read more on page

4

The projects are part-financed by the European Union within the South Baltic Cross-border Co-operation Programme (www.southbaltic.eu).



Study visits to various museums in Berlin gave valuable insights for eGuide implementation

In May 2011, the partners went to Berlin to study some best practices regarding electronic information and communication systems in museums. In only one day, the team visited the Museum of Communication, the Jewish Museum, the Memorial to the Murdered Jews of Europe and Berlin Cathedral Church. All museums were very open-minded and shared their valuable experience with the project partners. Both the introduction of eGuides but also special issues when running the system were in focus of the meetings. "The exchange of experiences gave many valuable hints, especially short before implementing eGuides ourselves", confirms Dorota Makrutzki, German Oceanographic Museum. The information given by the visited museums will help to choose the most suitable system and way of working. Before going to Berlin, the project partners met in Stralsund for a workshop regarding their own eGuide.

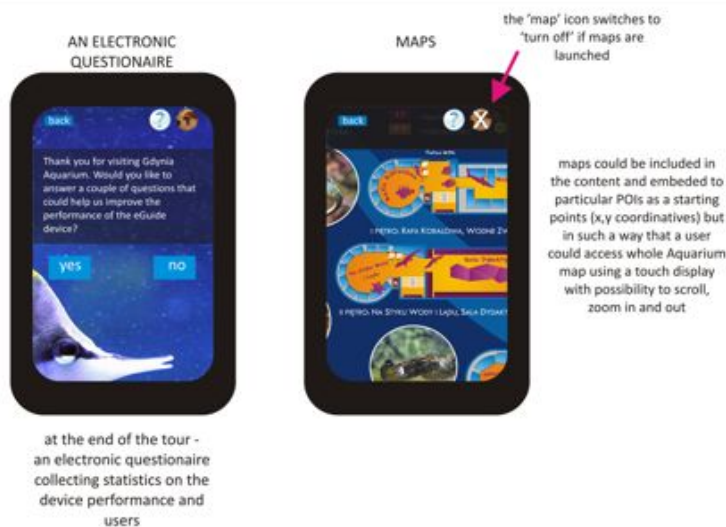
We would like to thank all museums for sharing their experience with us:

- Museum of Communication www.mfk-berlin.de
- Jewish Museum www.jmberlin.de
- Memorial to the Murdered Jews of Europe www.stiftung-denkmal.de
- Berlin Cathedral Church www.berlinerdom.de

Pictures: Above: eGuide of the Memorial to the Murdered Jews of Europe Bottom: Meeting in the Jewish Museum

eGuide in focus in Kaliningrad

The Museum of the World Ocean in Kaliningrad was host of the latest project meeting, 28 June to 1 July. The project partners of BalticMuseums 2.0 and BalticMuseums 2.0 Plus dedicated their workshops especially to the eGuide content to be developed. All museums presented their ideas and expectations based on knowledge and experiences gained during the first project and especially the study visit to several museums in Berlin. Furthermore technical options and appliances were evaluated. All museums favour a solution by iPod, however, specifications will be agreed on during the coming weeks. A system will be set up to share the content of the eGuides like text, various translations, photos and video material. Content production requires a lot of resources which the museums want to share as much as possible. Next to the eGuide system, the project partners worked on the finalisation of the Online Information Platform www.balticmuseums.net. A fascinating feature, the panorama galleries, are about to be completed. With these visitors of the website can virtually walk through the museums and enjoy full panoramic views with additional elements such as text, videos and pictures.



Pictures: Above: Ideas for the eGuide in Gdynia Aquarium Bottom: Team in front of the "Vitiaz" in Kaliningrad



International ticketing system: opportunities and challenges of a joint solution

The idea to enter the world of e-business in cultural institutions meets the project aims to increase the economic growth in the museums respective region, to strengthen cross-border tourism and to simplify the access to museums for visitors from abroad. However, challenges are connected to these opportunities. Plenty of different ticketing-systems and recently developing hybrid-models had to be evaluated. The basic decision of the institutions is either to outsource, to operate it inhouse or to find a combination of both.

Finally, the team decided to choose a DRUPAL-CMS-based shop-solution ("ubercart") to profit from existing knowledge of the Online Information Platform based on DRUPAL. However, the decision to concentrate on a Stand-Along-System resulted into the next challenge. Different requirements due to a lot of internal and external factors had to be consolidated, like:

- different product classes (single, bundled, discount, time-related)
- different target-groups/markets
- different buying behaviour
- different available payment-solutions in the respective countries
- different payment-behaviour and
- different legal conditions

The project team developed a ticketing system in collaboration with a Polish company, that is focused on simplicity and nevertheless fulfils the needs of the respective museums.

Author: Andreas Ahlfeldt

Online Ticketing Solutions

- Stand-Along-System: inhouse-operated and managed web-based ticketing-software (programmed for the purpose of ticket sales)
- Ordinary Shop-Solutions: pure e-commerce solutions like "xt-commerce" or "magento" and shop-extensions of popular Content-Management-Systems (e.g. "ubercart" for DRUPAL-CMS) that are adjusted according to the needs of specific institutions for the purpose of ticket-sales. Usually operated and managed inhouse
- Application-Service-Provider-Solution (APS e.g. eventim): web-based ticketing-software operated and managed by an ASP, ASP-Clients pay a fee per ticket sold

Calendar & Info

- 1 Online Platform used for training of teachers in Poland**
 In June and September Gdynia Aquarium organises trainings for 150 teachers from the Pomerania province. The kids website of the project partners is very much appreciated.
- 2 Visit of Polish journalists**
 On 23 and 24 May 2011, journalists from the Szczecin region visited the German Oceanographic Museum in Stralsund. The BalticMuseums 2.0 projects were part of the agenda.
- 3 Common Future for Baltic Tourism 14 - 15 September**
 BalticMuseums projects will be presented at the international conference in Turku, Finland, organised by Flaghsip project 12.7 of the EU strategy for the Baltic Sea Region.
- 4 Annual Meeting of Steering Committee and Monitoring Authority 5 - 6 October**
 BalticMuseums projects will be given the opportunity to present the project results during this important meeting.
- 5 South Baltic Programme – Annual Conference**
 The programmes Annual Conference will be held on November 29 in Schwerin, Germany. The project will be presented with an own stand.

World Ocean Day in Lithuanian Sea Museum: Great success of kids website



On the 8th of June each year the Lithuanian Sea Museum celebrates the World Ocean Day. In 2011, this ecological event was organized together with the BalticMuseums 2.0 project to present the newly released kids' section on the website www.balticmuseums.net.

Often ecological questions and science are perceived as boring and passive processes. This year it was decided to present these questions in a different way. The Lithuanian Sea Museum challenged schoolchildren of Lithuania to find answers to scientific questions competing among themselves for two hours. In advance schoolchildren could look for the answers on their own at www.balticmuseums.net and www.kids.balticmuseums.net.

Finally on the World Ocean Day, five teams of pupils from class 6 to 8 came to the Lithuanian Sea Museum for this competition. The captains of teams of 10 to 15 members each were given thematic caps for all team members and envelopes with 30 questions. The answers were possible to find either in the exposition of museum or at PCs using the internet site www.kids.balticmuseums.net.

Photos: Alfonsas Mažūnas; Author: Brigita Kreiviniene



Photos: KTCIC

Associated Partner Klaipeda Tourism and Culture Information Centre

Lithuania

First Klaipėda travel bureau was established in 1964, and since November 2002 it is operating as Klaipeda Tourism and Culture Information Centre (KTCIC).

In the centre, tourists will learn about the most interesting places to visit, museums, cultural events, entertainment and get a free Klaipėda City Map and other information brochures about Klaipėda. They can purchase books about the city as well as souvenirs or book a guided tour in the city or any place in Lithuania (in Lithuanian, Russian, German, English, Italian, Swedish and other languages). Furthermore visitors can book a hotel and learn about best places for shopping or dining, rent a bike or use the Internet.



KTCIC represents and promotes Klaipeda in tourism fairs, conferences and other international events, conducts visitor analysis, cooperates with educational institutions educating tourism professionals, organizes guide training, etc.

KTCIC is one of the most visited and popular tourism information centres in Lithuania:

2008 – 66 991 visitors;
2009 – 70177 visitors;
2010 – 71 637 visitors from 65 countries.

The Klaipeda Tourism and Culture Information Centre is an associated partner of the project BalticMuseums 2.0 Plus. It will contribute by sharing its experiences in organising information systems in the region.

www.klaipedainfo.lt



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